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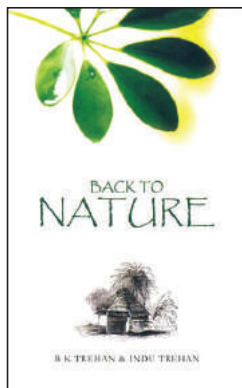
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### BOOK OF THE MONTH



**BACK TO NATURE**

Author: B.K Trehan & Indu Trehan

ISBN: 978-81-237-6381-1 / Price: Rs. 120

## Hon'ble Governor of Punjab Inaugurates Amritsar Book Fair 2022



National Book Trust, India's Amritsar Book Fair 2022 organised in association with Khalsa College, Amritsar was inaugurated on 05 March 2022 by the Hon'ble Governor of Punjab Shri Banwarilal Purohit in the august presence of Shri Yuvraj Malik, Director NBT.

Chief Guest Hon'ble Governor of Punjab Shri Banwarilal Purohit in his address said, in the journey of development that started with the independence of the country, NBT has been working towards making every section of the society knowledgeable and aware. NBT has also delivered books across the country under the "Har Haath

Ek Kitaab" initiative as per the National Education Policy. He added, book fairs not only make a variety of literature accessible but also provide a platform for cultural exchange and social integration.

Shri Yuvraj Malik, Director NBT, expressed his gratitude to the Hon'ble Governor for inaugurating the fair. He said that as the Knowledge Partner of the Nation, NBT has been contributing to nation-building by providing good quality



literature to readers in over 55 Indian languages across the country. He further advised the visitors at the fair to gift at least one book to a loved one as 'when the Citizens Read, the Country Leads'.

Dr. Atma Singh Randhawa, Chairman, Punjabi Department, thanked NBT for continuing its association with Khalsa College in organising the Amritsar Book Fair. He said, in this digital-age book fairs are a necessary event to emphasise the importance of books and establishing a reading culture.

Dr. Rajendra Mohan Singh Cheena, Honorary Secretary, Khalsa Charitable Trust Society delivered the vote of thanks.

Amritsar Book Fair was organised from 05 March to 13 March 2022 at the Khalsa College, Amritsar. Apart from the exhibition of lakhs of books, many cultural programs, flower



shows, workshops and literary activities including seminars and discussions were major attractions.

Two YUVA Authors under the PM's YUVA Mentorship Scheme from Punjabi language category, had the opportunity to meet Hon'ble Governor of Punjab and Shri Yuvraj Malik, Director NBT at the inauguration of the fair.

## NBT Inaugurates Reading Corner at Hansraj College, DU

National Book Trust, India recently organised an interactive session on the 'Importance of Creating an inclusive Reading Society' in collaboration with Hansraj College, University of Delhi.

A Reading Corner was set up by NBT, India in the college premises as a part of the Read India Campaign where 200 books were donated by NBT, India. It was inaugurated by Shri Yuvraj Malik, Director NBT, Prof. (Dr) Rama, Principal Hansraj College, and Prof. Ranjan Kumar Tripathi, Joint Dean of Colleges, DU.

Prof. (Dr) Rama encouraged the students to take full benefit of the NBT books provided in the Reading Corner and read about topics that



interest them. Shri Malik addressed the students and said that books are great tools of empowerment and character building. He said that if every student of the college donates a minimum of one book, the college could become home to a world class library.

Prof. Ranjan also appreciated NBT's initiative to promote quality reading among the youth. He

further said that if students make a conscious effort to read even ten pages and write a page daily, it can become a life-changing habit.

More than 200 students attended the event and were part of the question/answer session while many of them also donated books for the Reading Corner.

## NBT at Chennai Book Fair 2022

National Book Trust, India participated in the 45th Chennai Book Fair organised from 16 February to 06 March 2022 at the YMCA grounds, Nandanam, Chennai. The fair is organised annually by The Booksellers and Publishers Association of South India (BAPASI).

Hon'ble Chief Minister of Tamil Nadu, M.K. Stalin inaugurated the event and presented the Kalaignar Karunanidhi Porkizhi Virudhugal literary award to A Vennila, who was one of the six recipients of the award.

Students and other visitors flocked to the NBT stall in large

numbers. Reader's showed special interest in our Bilingual and Tamil titles along with books on Science, National Biographies and Folklore. NBT's latest publication series India@75 was also displayed at the stall.





## NBT Organises Bihar Pustak Mela 2022

National Book Trust, India organised a three-day book fair, Bihar Pustak Mela from 22 March to 24 March, 2022 at Gandhi Maidan in Patna on the occasion of 'Bihar Diwas'. The fair was organised in collaboration with Bihar Government.



The fair was inaugurated by Prof. Arun Kumar Bhagat, Member, Board of Trustees, NBT and Hon'ble Member, Bihar Public Service Commission, Patna.

While inaugurating the fair Prof. Bhagat said, "Books are our true companions. They not only disseminate knowledge, but also guide us at different stages of our lives." He also suggested

starting a tradition of presenting guests with books instead of bouquets.

Shri Rakesh Kumar, Deputy Director, National Book Trust, India while welcoming the guests present on the occasion, said that Patna has been a stronghold of book lovers for a long time and this fair would afford the people of Patna an opportunity to browse through a vast collection of books from various publishers from across the country.



Shri Sanjay Kumar, IAS Additional Chief Secretary, Govt of Bihar, Shri Asangba Chuba Ao, IAS, Education Secretary, Shri Srikant Shastree, IAS, State Project Director, Sarva Siksha Abhiyan, Govt of Bihar & other senior officials also visited the NBT stall at Bihar Pustak Mela and appreciated NBT's role as the Knowledge Partner of the nation.

Apart from NBT, more than 30 Indian publishers participated in the fair, including Prabhat Prakashan, Sasta Sahitya Mandal, Publications Division, Samay Prakashan, Divya Prakashan and others.



## NBT's Participation at Kolkata International Book Fair 2022

National Book Trust, India participated in the 45th International Kolkata Book Fair which was organised from 28 February to 13 March 2022 by the Publishers and Booksellers Guild, Kolkata, India.

With over 600 stalls, the fair was a melting pot for both literary and cultural activities. The theme country for this edition of the fair was Bangladesh. It was a celebration of the birth centenary

of Bangabandhu Sheikh Mujibur Rahman and the golden jubilee of Bangladesh's independence.

The fair organisers also paid a special tribute to maestro Satyajit Ray on his 100th birth anniversary and to writer, artist Abanindranath Tagore. The book fair also hosted the Eighth Kolkata Literature Festival, where eminent personalities in the fields of art and literature

took part in seminars and panel discussions on contemporary issues.

Visitors to the NBT stall showed special interest in NBT's Bilingual titles along with books on Science, National Biographies and Folklore. NBT's



latest publication series India@75 was also displayed at the stall.

NBT books on Netaji Subhash Chandra Bose and other freedom fighters were received with much enthusiasm by book lovers.

The 46th edition of the book fair will be held around end-January next year and the theme country will be Spain, as informed by the organisers Publishers and Booksellers Guild.

## PM-YUVA Mentorship Scheme Masterclasses

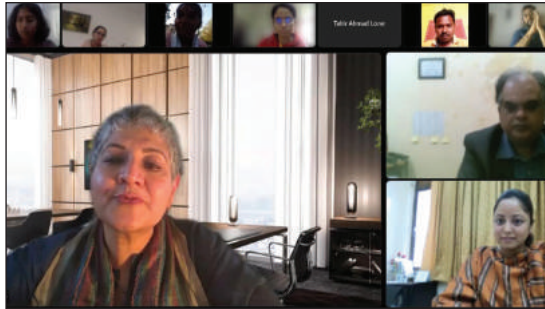
As part of the 75 years of Independence celebrations, Hon'ble Prime Minister had launched the PM-YUVA Mentorship Scheme for which NBT is the Implementing Agency. Under this scheme, 75 authors selected from across the country are being groomed through various Masterclasses by noted literary personalities. The Masterclasses are available on NBT's official YouTube channel for viewing.

### Masterclass with Publisher Nitasha Devasar

The Fifth Masterclass was taken by Mentor Nitasha Devasar, Managing Director, Taylor & Francis, India. With many achievements to her credit and a successful career, she has also been the two-time president of the Association of Publishers in India (API). She is someone who is quite adept with the inner workings of the Publishing Industry in India as can be seen in her book, "Publishers On Publishing: Inside India's Book Business" and spoke to the YUVA authors about the same. The topic of her lecture was 'The Making of an Author: From Manuscript to Market'.

In her lecture, she discussed the points that an author needs to keep in mind. Nowadays, writers have a greater agency and the ability to choose what and how they wish to write, edit, publish or market their books; however, technology plays a great role in your writing, right from the research to the marketing aspect.

She emphasised that the authors should spend as much time in marketing their book as much as they spent on researching the topic.



She said that a proactive author is able to add value to their book in the production stage and gets an edge during the outreach stage as well.

The Mentor suggested the authors ask themselves a few questions before they start working on their manuscripts; what is your motivation in doing this? Who are you writing this book for? What is your competition? And last but not the least, Who is your audience? Among other valuable questions. However, she told them that the moment one says that they are writing for everyone, then their audience becomes nobody.

She concluded her lecture by talking about the importance of citing sources in one's work, taking due rights for the work and getting your manuscript critiqued and reviewed by peers and mentors. It is also important to spend time exploring by yourself, you will be able to write a good piece of literature.

She opened the stage for questions at the end of the session, where the YUVA authors were able to clarify their various doubts.

### Masterclass with Author Birad Rajaram Yajnik

Shri Birad Rajaram Yajnik, an eminent author and the curator of the Mahatma Gandhi Digital Museums, was the mentor who spoke to the Yuva authors in the sixth Masterclass on the topic 'Writing a Biography in Contemporary Times'. Shri Yajnik had started his career by writing a biography of the Father of the Nation, Mahatma Gandhi and started his lecture by discussing why did he select the Mahatma as his subject.

He advised the Yuva authors to select the person they admire, as their subject; someone who the world admires; and find out if there is a big market to be catered with the subject. He shared his experiences of writing his other biographies and read out a few small excerpts.

The mentor told the students the importance of deciding on a format while writing a biography and shared with them how he usually favors photo-biographies to textual biographies as visuals can be better communicated with the reader/audience.



He said that a photobiography generally has a format of about 200 images supporting around

20,000 words, with typically nine to twelve chapters.

He then said that the cover image that you use is the most important aspect of your biography as it is a way for you to communicate to the reader what they can expect on reading through the book.

Towards concluding his lecture, Shri Yajnik told the Yuva authors that once your biography's first edition is printed, you need to identify the demand of your book in different languages and need to select those languages carefully as it will affect the sales of the book in the longer run.

He ended his lecture by answering the doubts and questions raised by the Yuva authors.

Shri Yuvraj Malik, Director, NBT, was also present during the session and introduced the mentor to be an entrepreneur with great leadership abilities. He said that Shri Yajnik has been a part of the publishing field for ages and is a really good art curator.

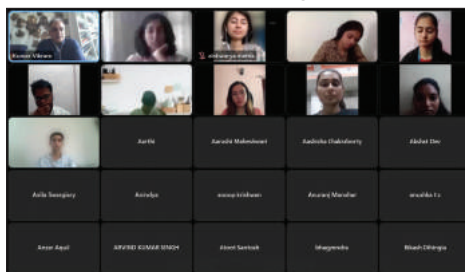




## Masterclass with Journalist Arvind Kumar Singh

The seventh Masterclass under the Prime Minister's YUVA Mentorship Scheme was taken by Senior Writer and veteran Journalist Shri Arvind Kumar Singh. He interacted with the YUVA Authors on the topic 'Locating and Using Documentaries for Research on National Movement'. Shri Arvind Kumar Singh began his journalism career with Dainik Jansatta and has been a Consultant Editor for Indian Railway. He has also been incharge of parliamentary and agricultural subjects on Raj Sabha TV since 2011.

Shri Singh began his session by congratulating the YUVA Authors on being selected for this prestigious scheme



and encouraged them to optimize this opportunity. He suggested the young authors watch the documentaries produced by the Film Division under



the Ministry of Information and Broadcasting to get the full essence of how Indian people and society behaved under colonial rule.

He said documentaries are a visual medium that accurately depict facts and realities of a particular subject or time and are thus a perfect representation of that time period. He suggested the authors watch the documentaries: The Beginning – 1857; Kaala Pani – Ek Tirth Sthal and Chandrashekhar Azad by the Film Division.

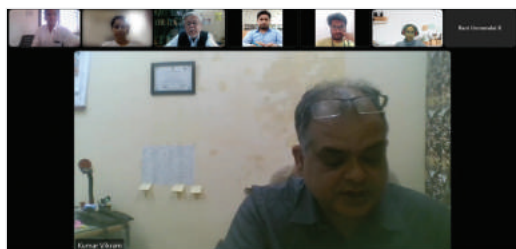
The lecture ended with the mentor opening the floor for questions and doubts from the YUVA authors.

## Masterclass with Filmmaker Anil Zankar

The eighth Masterclass that was held for the YUVA authors under the Prime Minister's YUVA Mentorship Scheme was taken by Shri Anil Zankar who is an eminent Filmmaker and Film Historian with a great collection of cinematic endeavors credited to his name. The topic for this masterclass was "How to Use Cinema as a Source of Understanding National Movement". Shri Anil Zankar is a two-time recipient of the National Award for Writing and has over four decades worth of professional experience as a filmmaker, writer and academician.

Shri Zankar began his session by introducing the YUVA Authors to the three aspects of utilizing cinema to understand the national movement viz. history of events during the national movement, history of Indian cinema and the individual focus of the project.

He further elaborated on the timeline of Indian cinema in respect to the rise of the Indian National Movement. He added that the period between 1913 and 1947 of Indian cinema presents the best context of



the independence movement as 1913 was the year when the first feature film of India, Raja Harishchandra



was produced by Dadasaheb Phalke.

While shedding light on the topic, he also emphasised that one significant feature of Indian cinema is also the regional cinema available in languages other than Hindi.

For research purposes, he suggested the YUVA authors read 'Cinema and the Indian Freedom Struggle' by Gautam Kaul and 'Message Bearers' by STheodore Baskaran, both authors being learned film scholars. Apart from this, other resources include YouTube, National Film Archives of India, a repository of all articles, films, photos, and the Film Division under the Government of India are also excellent sources of information, he said.

The masterclass ended with a question answer session where the young writers were able to get their doubts cleared by the mentor.

## NBT's Mobile Exhibition Van Reaches Statue of Unity, Gujarat

In its endeavour to promote books and reading habit among people and to make quality books accessible to the public at large in remote, rural and difficult areas, National Book Trust, India operates an innovative scheme of exhibition of books through mobile vans.

NBT's Narmada Pustak Parikrama was organised from 24 February to 27 March 2022. The mobile van touched all the major towns and cities on the bank of river Narmada. The tour was flagged off from Amarkantak and visited Shahdol, Jabalpur, Narshinghpur, Hoshangabad, Khandwa, Omkareshwar, Maheshwar and Alirajpur, Kewadia (Statue of Unity), Dhar, Indore, Ujjain, Dewas, ending at Bhopal.



The Narmada Pustak Parikrama reached the Statue of Unity, located in Kevadiya, Gujarat on 16 March 2022. The van was inaugurated by Shri Himanshu Parikh, Additional Collector, Statue of Unity Area Development and Tourism Governance Authority.

Praising the initiatives and various activities of NBT, Shri Parikh said that the NBT's initiative to bring affordable literature to the

readers' doorstep is commendable and will definitely be successful in creating awareness among the people about the importance of books and reading. Shri Parikh browsed through the books displayed in the van and also discussed future collaborations

between the two organisations. The possibility of translating biographies on Sardar Vallabhbhai Patel into 22 Indian languages and making the same available at the SoU gift shop was also discussed.

A special exhibition of NBT books on Sardar Vallabhbhai Patel was also put up in the van. Under 'Ek Bharat Shreshtha Bharat', NBT books based on the various states of India were also displayed in the van.

NBT's Narmada Mobile Book Exhibition was on a tour of some major towns and cities on the banks of river Narmada from 22 February to 25 March 2022. This exhibition, which was flagged off from Amarkantak, visited Shahdol, Jabalpur, Narsinghpur, Hoshangabad, Khandwa, Maheshwar, Statue of Unity, Kevadiya, Gujarat, Dhar, Indore, Ujjain, Dewas and ended in the city of Bhopal.



## NBT Featured

Indian Express report on recent NBT-India's title in Malayalam language '100 Butterflies in India - A Handbook.' Written by

Author C Susanth, this book by NBT is a field guide for Butterfly watchers.

WILD WINGS



**AATHIRA HARIDAS**

DID you know that the Grass Tail is the smallest Indian butterfly and that you can spot them in grass thickets but only if you observe closely? Or that the Malabar Tree Nymph has the slowest flight of all Indian butterflies? "Malabar Tree Nymph go by 'Vanadevatha' in Malayalam. Their flight is graceful. It looks like they just float in the air," says C Susanth, who has penned a book on the common butterflies of India.

Titled '100 Butterflies in India', the book by Susanth, an environmental writer and founder of birders group Warblers and Warders, is a field guide that can help a person identify butterflies. The book is his attempt to create interest among youngsters to go 'butterflying'.

"The focus of my book is nature conservation. There are about 1,505 species of butterflies in India. We have covered

# The art of butterfly watching

measurements. It also provides a map showing their distribution. The pictures of the butterflies with their wings closed, open and in larval stages are a delight to any nature enthusiast.

The book has been divided into six families — Swallowtail,

Skippers, White and Yellow, Punches and Judies, Blues and Brush-footed butterflies. Information about butterflies from all over India is available in the book," says Susanth.

Susanth started the work way back in 2013. It has been a long journey, he says. "The last butterflies to be snapped was from the Leh Ladakh region. The Tortoise Shell butterfly, which is the one seen at the highest altitude in Khardung La, can also be found in the book," he says.

Apart from pictures snapped by him, the book also has images shared by fellow birders of Warblers and Waders. Peter Smetacek, a butterfly expert, has rendered scientific support for the work. The book, priced at ₹325 and published by National Book Trust India, will hit the stands in April. In the first phase, only the Malayalam version will be available. The English version will be available by the end of the year.





## NBT's New Arrivals

### AMAZING OCTI

Viky Arya

Rs. 70.00

ISBN 978-93-549-1023-4

Octi the octopus lives in the deep sea. He wants to be your friend and play 'Hide & Seek' with you. Are you ready? For this you have to go deep down under the sea. And remember... our Octi is amazing. He can change colours to hide. To play with him just count 1-10 and open the book. When you find him, speak aloud "I SPY OCTI!"



### BIRDS LAUGHING

Viky Arya

Rs. 75.00

978-93-549-1031-9

It is a fascinating book for kids learning to read and colour. Through the story of how various birds laugh, kids get introduced to a fun-filled world. Drawing and colouring exercises as given in the book enhance the interaction of the reader with the book.



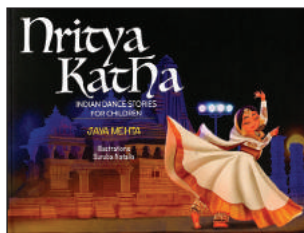
### NRITYA KATHA

Jaya Mehta

Rs. 220.00

ISBN 978-93-549-1172-9

Nritya Katha: The Book of Indian Dance Stories for Children, is a collection of stories about the colourful world of Indian dances. India is the dance capital of the world, with eight classical dances and hundreds of regional dances! Through a child's intimate, magical, personal journey, the stories unravel the fascinating contexts of each dance form, their art, architecture, costumes and crafts.



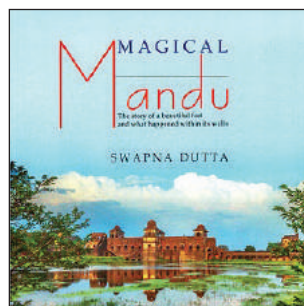
### MAGICAL MANDU

Swapna Dutta

Rs. 155.00

ISBN 978-81-237-9675-8

Mandu, a beautiful fort-city in Madhya Pradesh was originally built by the Paramara kings and later taken over by the Mughals. The place is full of monuments, each associated with interesting legends and characters. Who gave the money for building the fort?



How did River Narmada come up to Mandu for the sake of Roopmati? Where did Nur Jahan hunt tigers? The story is full of many such fascinating episodes. Read to find the answers to these questions.

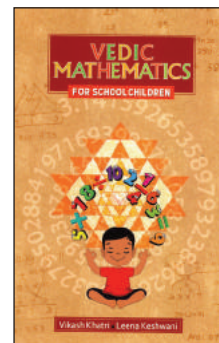
### VEDIC MATHEMATICS - FOR SCHOOL CHILDREN

Vikash Khatri, Leena Keshwani

Rs. 330.00

ISBN 978-81-237-9846-2

Vedic Mathematics is a collection of Techniques/ Sutras to solve mathematical arithmetic in an easy and faster way. This book on Vedic Mathematics in 30 Vedic Lessons contains all the basic arithmetic which is very useful for students of schools and colleges. The book explains an infinitely easy approach in the tabular form which will help the students, teachers, researchers, general reader alike.



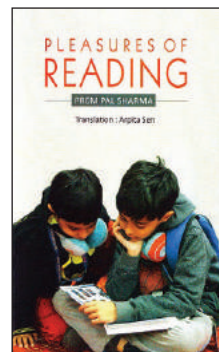
### PLEASURES OF READING

Prem Pal Sharma

Rs. 175.00

ISBN 978-81-237-9523-2

Reading lucidly written non texts as well as academic books can give us much enjoyment. Furthermore, they help us build a command over the concerned languages and improve our general awareness. Teachers and parents should definitely encourage reading of such material which is not a hindrance to the children's imagination and joy. Writings in this book are based on the author's thoughtful comments on school education, students and various aspects related to them.



### ASTHINAPURAM

R N Joe D'Cruz

Rs. 390.00

ISBN: 978-81-237-9710-6

The novel 'Asthinapuram' contextualises the social history of the coastal people in the background of, on-shore shipping trade. The range of the narration is broad and extensive – from Semmankuppam – a fishing hamlet to the leading port cities of India like Mumbai, Chennai, Vizakhapatnam and Tuticorin; from the intricacies of fishing as a profession and the practices of a community to the complicated shipping problems of a commercial port.



## Ambassador of the Dominican Republic in India Visits NBT

**A**mbassador Mr. David Puig, and First Secretary Ms. Ana Ferrand, (In-charge, Cultural Cooperation & Communications) from the Embassy of the Dominican Republic in India visited National Book Trust, India on 17 March 2022. The Ambassador and First Secretary met Shri Yuvraj Malik, Director, NBT to discuss future collaborations of the two organizations. Together, they discussed new paths of cooperation in the promotion of reading culture through book publishing projects.



RNI-39456/82  
Postal Regd. No. DL-SW-01/4076/21-23  
Licenced to post without prepayment.  
L.No. U(SW)-21/2021-23  
Mailing date: 5/6 Same Month  
Date of Publication: 01/04/2022  
Posted at LPC, Delhi RMS, Delhi-110006  
Total number of pages: 8

### Statement on Ownership of the Journal

#### NBT Newsletter

#### Form IV

(See Rule 8)

Place of Publication : New Delhi  
Periodicity of Publication : Monthly  
Printer's Name : Anuj Kumar Bharti  
Whether citizen of India : Yes  
Address : Nehru Bhawan,  
5 Institutional Area, Phase II,  
Vasant Kunj New Delhi - 110070  
Editor's Name : Binny Kurian  
Whether citizen of India : Yes  
Address : Nehru Bhawan,  
5 Institutional Area, Phase II,  
Vasant Kunj New Delhi - 70  
Name and address of individuals who own the newspaper and partners or shareholders of more than one per cent of the total capital : National Book Trust, India,  
5 Institutional Area, Phase II,  
Vasant Kunj, New Delhi - 70

I, Anuj Kumar Bharti, hereby declare that the particulars given above are true to the best of my knowledge and belief.

Date: 31.03.2022

Anuj Kumar Bharti  
(Signature of Publisher)

NBT Newsletter is the house magazine of the National Book Trust, India — an autonomous organisation of the Ministry of Education, Department of Higher Education, Government of India.

The views expressed in the signed articles do not necessarily reflect the official views of the Trust.

Editor: Binny Kurian

Editorial Associate: Swati Malik and Hitakshee Malik

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Readers are requested to write to the editor expressing their views about the NEWSLETTER.

Printed and published by Anuj Kumar Bharti on behalf of National Book Trust, India and printed at Aravali Printers and Publishers Pvt. Ltd., W-30 Phase-II, Okhla Industrial Area, New Delhi-110020, and published at National Book Trust, India, Nehru Bhawan, 5 Institutional Area, Phase-II, Vasant Kunj, New Delhi-110070. Editor: Binny Kurian

Typeset and designed by Vijay Kumar

## NBT Signs MoU with Tribal Research Institute, Ranchi

**N**ational Book Trust, India (NBT) signed a MoU with Ranchi's Dr Ram Dayal Munda Tribal Welfare Research Institute, popularly known as Tribal Research Institute (TRI), to preserve three endangered tribal languages by publishing children's pictorial books in those languages.



Shri Satya Narayan Munda, former vice-chancellor, Dr SP Mukherjee University, inaugurated the workshop. "The language of a community reflects its culture, so utmost care should be taken while doing the translation of those popular pictorial books and the original words used in the target languages must be given proper attention," he said.

A three-day workshop was organised at TRI campus in Ranchi in which 15 pictorial books were translated into three tribal languages namely, Sabal, Korwa and Pahariya.

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